

**A Method, Computer System and Computer Program Product
for Processing Customer Loyalty Data**

Abstract of the Disclosure

A marketing computer, a front-end computer, a back-end computer and a point-of-sale terminal are interconnected by networks. After loyalty rules for a customer loyalty program are entered and tested in the marketing computer, the corresponding loyalty rules are updated in the front-end computer. The front-end computer can be a relatively inexpensive device as it does not require a graphical user interface.

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